

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 19, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS SPORTS SPEC.BROADCAST(S)	34.4	25,080
2	LAVERNE AND SHIRLEY	34.0	24,790
3	HAPPY DAYS	33.6	24,490
4	THREE'S COMPANY	33.2	24,200
5	BOB HOPE SPECIAL(S)	28.8	21,000
6	LITTLE HOUSE-PRAIRIE#	28.4	20,700
7	LOVE BOAT SPECIAL(S)	27.7	20,190
8	M*A*S*H	27.3	19,900
9	CBS SUNDAY NIGHT MOVIE(S)	26.9	19,610
9	60 MINUTES	26.9	19,610
11	CHARLIE'S ANGELS	26.1	19,030
12	ALL IN THE FAMILY	25.6	18,660
13	SOAP	24.6	17,930
14	HONEYMOONERS(S)	24.4	17,790
15	BARNEY MILLER#	24.1	17,570
15	HOW THE WEST WAS WON	24.1	17,570
17	EIGHT IS ENOUGH	24.0	17,500
18	PROJECT U.F.O.#	23.9	17,420
19	ALICE#	23.5	17,130
19	ONE DAY AT A TIME	23.5	17,130

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	26.3	53,550
2	LAVERNE AND SHIRLEY	26.2	53,410
3	THREE'S COMPANY	23.5	48,030
4	CBS SPORTS SPEC.BROADCAST(S)	22.7	46,360
5	LITTLE HOUSE-PRAIRIE#	20.1	40,970
6	M*A*S*H	19.6	40,030
7	BOB HOPE SPECIAL(S)	19.3	39,400
8	LOVE BOAT SPECIAL(S)	19.0	38,800
9	PROJECT U.F.O.#	18.8	38,350
10	HOW THE WEST WAS WON	18.6	38,030
11	EIGHT IS ENOUGH	18.5	37,670
12	CBS SUNDAY NIGHT MOVIE(S)	18.0	36,770
13	LOVE BOAT	18.0	36,740
14	60 MINUTES	17.5	35,770
15	CHARLIE'S ANGELS	17.5	35,750
16	HONEYMOONERS(S)	17.4	35,560
17	ALL IN THE FAMILY	17.3	35,250
18	SOAP	17.0	34,660
19	WALTONS	16.4	33,440
20	OPERATION PETTICOAT	16.1	32,810

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	26.6	20,480
2	HAPPY DAYS	25.7	19,840
3	BOB HOPE SPECIAL(S)	25.2	19,400
4	THREE'S COMPANY	24.4	18,780
5	LITTLE HOUSE-PRAIRIE#	23.5	18,140
6	M*A*S*H	21.6	16,670
7	LOVE BOAT SPECIAL(S)	21.2	16,340
8	60 MINUTES	21.0	16,190
9	WALTONS	20.7	15,970
10	CBS SPORTS SPEC.BROADCAST(S)	20.6	15,910
11	CBS SUNDAY NIGHT MOVIE(S)	20.2	15,600
12	ABC MONDAY NIGHT MOVIE#	20.2	15,530
13	ALL IN THE FAMILY	20.1	15,470
14	CHARLIE'S ANGELS	19.7	15,210
15	FAMILY	19.5	15,040
16	HOW THE WEST WAS WON	19.4	14,930
17	HONEYMOONERS(S)	19.3	14,910
18	BARNABY JONES#	19.1	14,750
19	EIGHT IS ENOUGH	19.1	14,700
20	SOAP	18.6	14,360

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS SPORTS SPEC.BROADCAST(S)	32.9	22,760
2	60 MINUTES	23.8	16,470
3	HOW THE WEST WAS WON	21.9	15,190
4	LOVE BOAT SPECIAL(S)	20.3	14,050
5	THREE'S COMPANY	20.2	14,000
6	M*A*S*H	19.6	13,580
7	BOB HOPE SPECIAL(S)	19.4	13,400
8	LAVERNE AND SHIRLEY	19.2	13,320
9	HAPPY DAYS	18.9	13,060
10	CBS SUNDAY NIGHT MOVIE(S)	18.3	12,680
11	HONEYMOONERS(S)	18.1	12,520
12	ALL IN THE FAMILY	17.6	12,160
13	NBC MONDAY NIGHT MOVIES	17.5	12,110
14	CBS WEDNESDAY NIGHT MOVIE#	16.6	11,460
15	PROJECT U.F.O.#	16.5	11,390
16	SOAP	16.3	11,300
17	BARNABY JONES#	15.9	11,030
18	ONE DAY AT A TIME	15.5	10,710
19	HAWAII FIVE-O	15.4	10,680
20	NBC SATURDAY NIGHT MOVIES	15.4	10,660

WOMEN 18-49

NIELSEN AVERAGE AUDIENCE

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 19, 1978

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. OTHER FOOTNOTES FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 19, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	31.7	15,120
2	HAPPY DAYS	31.0	14,810
3	THREE'S COMPANY	29.1	13,910
4	LOVE BOAT SPECIAL(S)	25.1	12,010
5	ABC MONDAY NIGHT MOVIE#	24.0	11,480
6	FAMILY SOAP	23.8	11,350
7	SOAP	23.6	11,290
8	CHARLIE'S ANGELS	22.9	10,940
9	M*A*S*H	22.9	10,930
10	EIGHT IS ENOUGH	22.5	10,730
11	CBS SUNDAY NIGHT MOVIE(S)	22.2	10,590
12	HOW THE WEST WAS WON	22.1	10,560
13	BARNEY MILLER#	21.2	10,150
14	LITTLE HOUSE-PRAIRIE#	20.8	9,950
15	CBS SPORTS SPEC.BROADCAST(S)	20.8	9,920
16	ONE DAY AT A TIME	19.9	9,510
17	LOVE BOAT	19.6	9,380
18	FISH#	19.6	9,360

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BOB HOPE SPECIAL(S)	39.5	9,160
2	LITTLE HOUSE-PRAIRIE#	29.9	6,940
3	WALTONS	29.9	6,930
4	60 MINUTES	27.9	6,460
5	ALL IN THE FAMILY	25.7	5,970
6	DEAN MARTIN CELEB. ROAST(S)	25.7	5,950
7	BARNABY JONES#	24.6	5,700
8	I LOVE YOU(S)	24.1	5,590
9	HAWAII FIVE-O	23.9	5,540
10	ALICE#	22.7	5,270
11	CBS EVENING NEWS-CRONKITE	22.3	5,160
12	JUST FOR LAUGHS(S)	21.5	4,990
13	BOB NEWHART SHOW	21.3	4,930
14	HONEYMOONERS(S)	21.2	4,920
15	CBS SPORTS SPEC.BROADCAST(S)	21.1	4,900
16	CBS WEDNESDAY NIGHT MOVIE#	20.9	4,840
16	ROCKFORD FILES	20.9	4,840
18	LIFE-TIMES-GRIZZLY ADAMS#	20.6	4,770
19	DONNY AND MARIE	20.5	4,760
19	NBC NIGHTLY NEWS	20.5	4,760
21	TONY RANDALL SHOW	20.4	4,730

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS SPORTS SPEC.BROADCAST(S)	29.9	13,590
2	THREE'S COMPANY	23.3	10,580
3	HOW THE WEST WAS WON	23.0	10,460
4	HAPPY DAYS	22.0	9,970
5	LOVE BOAT SPECIAL(S)	21.9	9,960
6	LAVERNE AND SHIRLEY	21.7	9,870
7	60 MINUTES	21.5	9,760
8	M*A*S*H	19.3	8,760
9	SOAP	18.7	8,480
10	PROJECT U.F.O.#	18.0	8,180
11	CBS SUNDAY NIGHT MOVIE(S)	17.5	7,950
12	NBC MONDAY NIGHT MOVIES	17.4	7,900
13	SATURDAY NIGHT#	16.5	7,510
14	LOVE BOAT	16.3	7,390
15	ABC FRIDAY NIGHT MOVIE	15.5	7,030
15	FANTASY ISLAND	15.5	7,030
15	HONEYMOONERS(S)	15.5	7,030
18	NBC SATURDAY NIGHT MOVIES	15.3	6,940
19	ONE DAY AT A TIME	15.3	6,930

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS SPORTS SPEC.BROADCAST(S)	37.5	6,840
2	BOB HOPE SPECIAL(S)	33.7	6,140
3	BARNABY JONES#	27.2	4,960
4	60 MINUTES	26.8	4,880
5	HONEYMOONERS(S)	26.0	4,740
6	DEAN MARTIN CELEB. ROAST(S)	25.0	4,550
7	WALTONS	24.3	4,430
8	HAWAII FIVE-O	24.0	4,370
9	ALL IN THE FAMILY	23.6	4,300
10	LITTLE HOUSE-PRAIRIE#	22.7	4,140
11	CBS WEDNESDAY NIGHT MOVIE#	22.4	4,090
12	M*A*S*H	21.5	3,920
13	ROCKFORD FILES	21.1	3,840
14	ALICE#	20.8	3,800
15	JUST FOR LAUGHS(S)	20.2	3,690
16	QUINCY, M.E.	20.2	3,680
17	BOB NEWHART SHOW	19.6	3,570
18	LOVE BOAT SPECIAL(S)	19.5	3,550
19	I LOVE YOU(S)	19.4	3,530
20	CBS EVENING NEWS-CRONKITE	19.0	3,470
20	CBS SUNDAY NIGHT MOVIE(S)	19.0	3,470
20	NBC NIGHTLY NEWS	19.0	3,470
23	LOU GRANT	18.5	3,370

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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PROGRAM NAME													NO. OF STATIONS IN SEASON		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	Avg. Aud. %	Avg. Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady Work- ing House Wom.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
									%	%	(0,000)	(2+)		TOTAL	18-34	18-49	25-34	35-44	45-54	55+	TOTAL	18-34	18-49	25-34	35-44	45-54	55+	TOTAL FEM.	TOTAL M-M			
EVENING CONT'D																																
BARETTA-11:30PM																																
1	FRI.	11.30P	66	ABC	OP	94	94	A	7.7	23	561	1278	676	189^	756	229	482	453	68^	212^	425	123^	273	278	50^	104^	76^	39^	21^	12^		
2	FRI.	11.30P	65					B	7.4	24	539	1507	657	183	711	241	440	389	89	214	539	226	387	327	59	110	182	91	75	64		
		11.30 - 12.00						A	7.8	21	569	1336	680	184^	758	215	468	457	67^	214	439	132^	279	300	52^	101^	102^	47^	37^	20^		
		12.00 - 12.30						A	7.7	25	561	1257	694	213^	780	247	509	456	68^	218	410	112^	262	259	47^	107^	60^	33^	LT	LT		
BARNABY JONES																																
1	THU.	10.00P	60	CBS	PD	99		A	23.3	40	1699	1669	805	246	867	215	469	452	150	335	649	173	308	312	122^	292	107^	31^	46^	43^		
		10.00 - 10.30						B	21.2	37	1545	1706	787	257	867	256	475	454	143	309	633	174	317	317	115	253	111	48	95	64		
		10.30 - 11.00						A	23.4	39	1706	1659	791	239	859	219	466	446	148	330	633	172	302	299	118^	285	109^	29^	58^	53^		
								A	23.3	41	1699	1664	816	250	870	208	469	455	151	337	659	171	309	323	125^	298	104^	32^	31^	31^		
BARNEY MILLER																																
1	THU.	9.00P	30	ABC	CS	99		A	24.1	36	1757	1835	680	226	798	371	578	429	85^	165	584	257	382	311	82^	156	175	83^	278	212		
								B	21.9	34	1597	1875	697	274	767	303	519	450	94	186	613	262	403	347	92	156	252	117	243	172		
BIG EVENT-TUE.																																
2	TUE.	9.00P	120	NBC	FV	99		A	15.1	24	1101	1643	779	287	838	244	411	437	143	317	593	204^	330	299	120^	214	104^	51^	108^	87^		
		9.00 - 9.30						B	19.0	29	1385	1737	753	264	835	286	488	451	131	266	641	217	377	350	127	214	145	67	116	76		
		9.30 - 10.00						A	14.3	21	1042	1663	775	302	836	236	401	422	138^	326	627	213^	351	313	121^	228	91^	49^	109^	86^		
		10.00 - 10.30						A	15.6	24	1137	1682	799	300	855	236	412	439	126^	338	595	192^	328	286	129^	223	106^	49^	126^	95^		
		10.30 - 11.00						A	15.4	25	1123	1634	773	280	829	250	419	439	154^	301	583	201^	322	302	114^	209	108^	54^	114^	96^		
								A	15.1	27	1101	1583	773	273	825	247	409	437	156^	306	567	204^	320	297	111^	194^	108^	51^	83^	68^		
BIG EVENT																																
SUN.		9.00P	120	NBC	FV	99	99	A	15.4	23	1123	1820	762	258	858	315	505	446	125	286	626	241	404	371	88^	191	185	102^	151	89^		
		9.00 - 9.30						B	19.7	31	1436	1960	792	298	874	339	554	484	117	243	713	290	464	424	98	184	197	95	176	123		
								A	14.6	22	1064	1917	751	253	851	312	498	431	138	288	673	278	437	366	96^	207	198	108^	195	97^		

	9.30 - 10.00	10.00 - 10.30	10.30 - 11.00		A 14.9 22 1086	1847	752 259	846 301	495 440	125 286	648 260	424 382	83^187	204 126	149	79^
					A 15.8 24 1152	1776	777 262	869 322	515 460	123 283	591 208	376 373	84^183	176 91^	140	97^
					A 16.3 26 1188	1749	766 259	861 326	502 447	119 291	602 221	381 371	86^189	166 86^	120	80^
BIONIC WOMAN	12P	17	216 214		A 17.0 29 1239	2253	740 233	840 354	523 423	115 252	667 218	407 381	108 210	204 95	542	340
SAT.	8.00P	60	NBC A	99 99	B 17.3 31 1261	2202	703 247	789 289	467 407	130 256	680 233	392 372	126 229	207 95	526	343
	8.00 - 8.30				A 16.5 28 1203	2207	749 235	834 326	501 422	121 267	667 212	404 391	108 212	199 89^	507	313
	8.30 - 9.00				A 17.4 30 1268	2300	735 231	849 375	543 423	110 244	667 226	412 372	108 207	207 104	577	365
BOB HOPE SPECIAL(S)			214		A 28.8 41 2100	1876	842 301	924 213	384 381	194 437	638 197	306 271	148 290	151 61^	163	105^
2 MON.	8.00P	60	NBC CV	99	A 28.3 41 2063	1873	853 295	926 210	371 377	196 446	637 199	302 262	154 296	142 62^	168	106^
	8.00 - 8.30				A 29.2 41 2129	1880	835 305	925 218	396 385	188 429	639 194	307 276	145 289	160 59^	156	105^
	8.30 - 9.00															
BOB NEUHART SHOW	513	19	195 192		A 18.1 31 1319	1995	838 290	924 272	483 401	160 373	716 249	399 363	135 271	116 56^	239	121
SAT.	8.00P	30	CBS C5	97 98	B 16.4 29 1196	1922	795 292	867 258	439 387	154 357	661 236	382 340	98 223	143 75	251	153
CAROL BURNETT SHOW		8	190		A 17.0 27 1239	1731	653 276	728 280	415 343	113^280	536 182^	303 264	93^193	197 96^	270	216
2 SUN.	10.00P	60	CBS CV	98	B 17.9 28 1305	1833	754 274	826 253	438 409	137 309	640 204	349 312	104 234	217 109	150	120
	10.00 - 10.30				A 17.8 27 1298	1738	672 281	745 293	422 344	117^287	525 181	297 266	103^191	192 93^	276	217
	10.30 - 11.00				A 16.3 27 1188	1702	624 270	701 263	401 337	109^273	543 177^	303 257	83^196^	200 98^	258	211
CARTER COUNTRY		19	196		A 21.6 33 1575	1730	663 199	736 315	532 422	87^156	585 265	388 339	76^149	176 90^	233	181
1 THU.	9.30P	30	ABC C5	99	B 19.6 31 1429	1788	670 261	728 286	497 433	96 177	633 268	418 358	96 161	240 106	187	137
CBS EVENING NEWS-CRONKITE		100	200 200		A 16.8 30 1225	1721	762 235	829 162	337 344	160 421	659 172	313 297	140 284	99 47^	134	87
M-F	6.30P	30	CBS N	99 99	B 15.4 29 1123	1681	718 221	786 164	321 325	163 401	669 166	306 311	124 287	92 48	134	80
CBS EVENING NEWS		11	174 169		A 9.8 18 714	1661	682 186	733 190	303 234	186 417	779 209	415 409	154^337	48^25^	101^	28^
SUN.	6.30P	30	CBS N	89 88	B 9.7 18 707	1729	712 215	790 180	309 287	185 434	753 217	364 327	155 339	59 25	127	55

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME										T/S THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K	E	Y	AVG. AUD. %	SH. %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME				WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																						
												Avg. Aud. %	Share %	Avg. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
												TOTAL		LADY WORK- ING HOUSE WOM.		TOTAL					TOTAL					TEENS (12-17)		CHILDREN (2-11)									
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																2ND FEB. 1978 REPORT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

FRI.	9.00P	60 NBC PD	99	99	8 18.6 31 1356	1786	758 262	826 237	426 421	145 314	632 176	317 323	118 250	134 67	194 126
	9.00 - 9.30				A 19.9 32 1451	1912	820 272	895 266	482 476	149 331	673 201	335 357	111 258	90 33^	254 170
	9.30 - 10.00				A 21.3 35 1553	1851	827 275	894 263	493 485	142 314	699 213	359 389	111 255	73^ 26^	185 125
SATURDAY NIGHT															
2 SAT.	11.30P	83 NBC GV	12	194	A 12.8 38 933	1835	569 331	651 358	556 433	27^ 60^	888 541	806 640	50^ 57^	243^ 85^	53^ 31^
	11.30 - 12.00			96	B 9.2 29 671	1735	528 255	623 369	487 342	46 85	753 463	628 449	56 94	283 124	76 58
	12.00 - 12.30				A 14.5 38 1057	1969	643 332	719 370	579 479	31^ 79^	911 498	815 653	73^ 79^	229 101^	110^ 76^
	12.30 - 1.00				A 12.5 38 911	1721	528 321	601 338	530 403	26^ 50^	878 546	800 647	33^ 40^	222^ 69^	20^ LT
					A 10.9 39 795	1782	516 346	615 366	553 403	23^ 50^	869 613	804 609	34^ 46^	298 84^	LT LT
SHIELDS AND YARNELL															
TUE.	8.30P	30 CBS CV	3	181 177	A 12.9 19 940	2115	710 321	782 289	461 364	103^ 268	677 250	410 349	98^ 212	312 151	344 219
			98 97		B 13.3 19 970	2129	747 308	811 264	466 391	120 290	692 217	415 374	98 220	297 137	329 232
SIX MILLION DOLLAR MAN															
MON.	8.00P	60 ABC A	3	197 197	A 18.1 26 1319	2108	655 206	721 345	499 388	76^ 169	624 287	424 381	68^ 129	205 83^	558 320
	8.00 - 8.30		99 99		B 18.3 26 1334	2183	653 212	731 356	537 417	62 142	705 318	506 456	70 131	226 66	521 331
	8.30 - 9.00				A 17.3 25 1261	2128	662 212	732 349	507 389	75^ 172	612 270	404 361	66^ 134	201 81^	583 336
					A 18.9 26 1378	2081	645 198	707 341	489 387	75^ 162	635 302	441 395	71^ 127	209 84^	530 303
60 MINUTES															
SUN.	7.00P	60 CBS DN	23	202 204	A 26.9 43 1961	1824	765 274	826 213	399 398	141 330	840 294	497 485	132 249	86 37^	72 52^
	7.00 - 7.30		99 99		B 24.6 40 1793	1834	760 305	840 253	430 398	136 332	805 266	446 420	134 282	105 46	84 60
	7.30 - 8.00				A 26.6 44 1939	1825	764 275	828 208	401 407	139 334	847 294	497 485	136 254	81 39^	69 52^
					A 27.1 42 1976	1825	767 274	825 219	400 392	143 327	834 293	498 484	130 245	92 35^	74 52^
SOAP															
TUE.	9.30P	30 ABC C5	19	179 175	A 24.6 37 1793	1933	693 252	802 431	630 453	75 135	630 319	474 390	54^ 114	306 167	195 158
			98 98		B 22.1 34 1611	1921	736 297	837 426	626 476	77 165	628 321	468 375	67 117	276 141	180 138
STARKY AND HUTCH															
WED.	10.00P	60 ABC OP	4	196 203	A 19.9 31 1451	1879	714 317	847 392	639 460	87 158	539 235	376 350	47^ 107	315 138	178 133
	10.00 - 10.30		99 99		B 21.4 35 1560	1903	730 295	837 395	622 459	76 156	579 267	417 367	54 111	324 155	163 119
	10.30 - 11.00				A 20.4 31 1487	1843	703 316	833 394	625 450	87 155	528 231	367 339	49^ 107	295 137	187 136
					A 19.4 31 1414	1905	728 320	859 386	649 471	84^ 160	549 238	385 360	46^ 107	332 140	165 127

2 TH & F 11.30P 77				3 TH & F 11.30P 77				4 TH & F 11.30P 77				5 TH & F 11.30P 77				6 TH & F 11.30P 77				7 TH & F 11.30P 77							
11.30 - 12.00				11.30 - 12.00				11.30 - 12.00				11.30 - 12.00				11.30 - 12.00				11.30 - 12.00							
12.00 - 12.30				12.00 - 12.30				12.00 - 12.30				12.00 - 12.30				12.00 - 12.30				12.00 - 12.30							
TONY RANDALL SHOW				4 192 190				A 10.0 30 729				1546 756 261				823 291 478 441 126 261				596 232 372 319 90 182				90 28^ 37^ 20^			
SAT. 8.30P 30 CBS CS 98 98				A 7.9 30 576				1528 765 270				834 310 490 428 102 264				564 222 354 293 77^173				94^ 39^ 36^ 27^							
TUESDAY MOVIE OF THE WEEK				19 174 173				A 16.4 28 1196				1794 772 284				860 246 404 327 170 395				653 294 385 313 102 233				88^ 45^ 193 136			
1 TUE. 11.30P 64 ABC FF 97 97				B 15.4 26 1123				1810 805 317				898 261 431 373 177 400				618 247 364 309 98 216				103 60 191 126							
2 TUE. 11.30P 99				A 6.2 24 452				1704 783 79^				861 307 534 509 41^217^				558 299 461 330 51^ 97^				222^157^ 63^ 61^							
11.30 - 12.00				B 5.9 24 430				1411 654 159				715 299 477 388 59 180				568 238 409 348 68 113				93 47 35 31							
12.00 - 12.30				A 6.9 20 503				1750 775 131^				861 281 556 520 63^219^				611 268 471 382 78^140^				200^167^ 78^ 70^							
12.30 - 1.00				A 6.1 24 445				1804 788 72^				900 283 565 570 43^214^				541 256^ 433 359 49^108^				282 224^ 81^ 81^							
				A 5.4 32 394				1459 787 LT				787 386^ 424^385^ LT 212^				523^472^ 523^185^ LT LT				149^ LT LT 81^ 81^							
ALTONS				20 203 202				A 23.4 35 1706				1960 804 294				937 294 457 402 188 406				572 194 272 247 139 259				140 77 311 205			
1 THU. 8.00P 60 CBS GD 99 99				B 20.7 32 1509				1924 834 254				931 279 427 387 171 427				560 186 281 258 102 243				124 76 309 184							
2 THU. 8.00P 120				A 22.0 33 1604				1952 806 299				943 287 447 390 188 430				585 171 259 248 147 283				110 57^ 314 195							
8.00 - 8.30				A 22.7 34 1655				1910 791 300				925 287 445 393 185 411				566 205 275 247 124 256				116 65^ 303 192							
8.30 - 9.00				A 25.6 38 1866				2012 812 279				942 304 469 418 198 387				555 207 276 225 153 245				179 97^ 336 241							
9.00 - 9.30				A 25.6 39 1866				1995 806 281				932 305 479 417 189 369				576 209 291 268 145 233				190 112^ 297 217							
9.30 - 10.00				A 3.6 23 262				1130 522 175^				607 203^ 375^371^ 53^168^				523 272^ 420^278^ 35^103^				LT LT LT LT							
D. MYSTERY OF THE WEEK				18 164 164				B 3.6 23 262				1198 489 111				548 199 340 317 47 147				490 249 341 275 46 88				95 46 65 31			
1 WED. 12.33A 64 ABC SM 95 94				A 4.1 21 299				1304 659 187^				736 240^ 435 375^ 70^254^				568 304^ 445 261^ 49^123^				LT LT LT LT							
2 WED. 12.33A 62				A 3.3 24 241				975 403^166^				477^157^ 312^365^ 34^ 83^				498 245^ 403^295^ 24^ 95^				LT LT LT LT							
12.30 - 1.00				A 6.4 19 467				1445 461^223^				525 179^ 341^360^ 81^146^				740 356^ 570 588 57^120^				134^ 64^ 46^ 30^							
1.00 - 1.30																											
WEEKEND(S)				192																							
1 SAT. 11.30P 90 NBC DN 96																											
CONT'D																											

PROGRAM NAME														T/S THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (3-11)											
															TOTAL	18-34	18-49	25-34	35-44	45-54	55+	TOTAL	18-34	18-49	25-34	35-44	45-54	55+	TOTAL FEM	TOTAL M-M								
EVENING CONT'D																																						
WEEKEND(S)-CONT'D																																						
11.30 - 12.00															A	7.5	20	547	1601	538	212^	605	183^	364^	362^	99^	193^	685	269^	501	516	65^	137^	199^	98^	112^	75^	
12.00 - 12.30															A	6.1	18	445	1418	444^	211^	498^	195^	355^	382^	74^	116^	768	404^	611	641	50^	106^	152^	81^	117^	75^	
12.30 - 1.00															A	5.5	18	401	1284	379^	247^	451^	165^	297^	337^	69^	114^	798	421^	626	643	47^	115^	35^	117^	75^		
WELCOME BACK KOTTER															A	19.7	30	1436	2129	759	254	818	390	609	473	51^	132	566	264	396	313	83	128	307	164	438	300	
THU. 8.00P 30 ABC CS 99 98															B	20.9	34	1524	2083	858	263	748	332	530	423	69	154	550	265	384	300	71	123	329	175	458	333	
WHAT'S HAPPENING															A	16.4	28	1196	2374	622	217	717	282	467	418	100	171	614	242	379	389	88^	168	395	231	648	484	
SAT. 8.00P 30 ABC CS 99 95															B	16.7	28	1217	2402	678	238	782	289	512	440	100	192	651	257	428	391	92	166	372	202	617	434	
WONDER WOMAN															A	16.5	27	1203	1969	674	256	764	288	459	355	159	275	563	207	346	301	96^	187	166	83^	476	336	
FRI. 8.00P 60 CBS SF 98 97															B	15.5	26	1130	2175	675	241	748	326	485	383	122	230	611	244	391	350	91	165	203	83	613	393	
8.00 - 8.30															A	15.7	26	1145	1899	654	249	744	265	431	332	167	287	558	198	336	294	103^	199	166	75^	431	320	
8.30 - 9.00															A	17.2	28	1254	2039	691	262	783	308	483	375	153	287	569	214	356	306	90^	178	168	92^	519	350	
WONDERFUL WORLD OF DISNEY															A	16.5	27	1203	2306	736	286	805	353	512	381	120^	281	628	254	404	356	80^	166^	249	113^	624	357	
2 SUN. 7.00P 60 NBC FV 99															B	17.7	28	1290	2303	693	231	772	295	472	410	108	244	712	299	470	420	99	182	235	104	584	366	
7.00 - 7.30															A	15.1	26	1101	2232	722	285	795	357	504	368	127^	279	613	238	388	357	91^	167^	226	92^	598	332	
7.30 - 8.00															A	18.0	29	1312	2346	747	284	810	352	516	387	113^	282	631	265	413	352	68^	162^	263	127^	642	375	
WEEKDAY DAYTIME																																						
ABC AFTERSCHOOL SPECIAL(S)															170	A	5.8	15	423	2021	676	142^	679	236^	309^	328^	40^	283^	251^	110^	166^	71^	85^	85^	372^	215^	719	345^
2 WED. 4.30P 60 ABC FV 96															96																							

4.30 - 5.00				5.00 - 5.30				A 6.0 16 437				2027 705 142^				705 231^ 300^326^ 43^316^				231^ 97^ 158^ 75^ 73^ 73^ 360^187^				731 379^			
5.00 - 5.30				A 5.6 13 408				1988 636 135^				636 237^ 312^322^ 35^240^				265^122^ 169^ 63^ 96^ 96^ 380^243^				731 379^							
ALL IN THE FAMILY M-F				63 194 195				A 9.2 27 671				1428 665 109				714 224 364 320 153 293				381 152 198 84^ 63^179				178 58^ 155 79^			
1 M-F 3.30P 30 CBS CS 98 98				B 9.3 28 678				1570 659 105				719 229 372 323 137 289				398 149 197 132 66 182				202 82 251 133							
2 M-TH 3.30P 30																											
ALL MY CHILDREN				99 185 185				A 9.1 31 663				1504 817 215				893 519 686 481 54^141				310 147 173 144 88^112				171 133 130 63^			
M-F 1.00P 60 ABC DD 98 98				B 8.6 31 627				1476 833 181				923 486 678 493 70 172				271 121 161 132 63 93				159 120 123 47							
1.00 - 1.30				A 9.2 32 671				1490 827 221				897 515 700 495 55^139				301 147 173 140 80^106				169 135 123 62^							
1.30 - 2.00				A 8.9 30 649				1507 808 207				889 524 672 467 53^142				318 149 172 144 94 118				168 129 132 57^							
ANOTHER WORLD				96 207 207				A 10.1 30 736				1378 859 143				913 278 521 496 134 311				236 76^ 98 72^ 68^125				129 82 100 50^			
1 M-F 3.00P 60 NBC DD 99 99				B 8.7 28 634				1379 845 141				902 254 481 446 154 338				221 59 95 73 55 112				152 122 104 49							
2 M-TH 3.00P 60																											
2 FRI. 3.00P 30																											
3.00 - 3.30				A 9.5 30 693				1346 861 146				914 278 507 498 132 318				236 72^ 91 70^ 77^132				113 72^ 83^ 36^							
3.30 - 4.00				A 10.7 31 780				1409 866 144				921 279 537 497 138 311				233 81 105 71^ 64^119				136 88 119 64^							
AS THE WORLD TURNS				97 199 198				A 9.5 32 693				1358 907 159				967 249 451 430 175 437				254 53^ 102 65^ 45^151				60^ 53^ 77^ 19^			
M-F 1.30P 60 CBS DD 99 99				B 8.7 31 634				1351 881 161				975 274 480 423 166 432				232 45 100 81 42 126				50 37 94 28							
1.30 - 2.00				A 9.1 31 663				1350 894 152				953 235 427 417 178 455				264 59^ 108 62^ 46^156				59^ 53^ 74^ 16^							
2.00 - 2.30				A 9.9 32 722				1350 917 162				976 262 475 437 173 420				240 43^ 90 64^ 44^149				59^ 52^ 75^ 20^							
BOB HOPE GOLF-MON.(S)				156				A 4.2 11 306				1873 657^120^				657^ 82^ 189^343^ 144^292^				733^ 44^ 218^293^ 93^440^				214^ 85^ 269^ 78^			
2 MON. 4.00P 60 NBC SE 84																											
4.00 - 4.30				A 4.4 12 321				1738 678^ 97^				678^ 89^ 193^362^ 155^276^				657^ 31^ 200^271^ 59^386^				181^ LT 222^ 45^							
4.30 - 5.00				A 4.0 10 292				1969 616^137^				616^ 69^ 179^315^ 130^301^				793^ 51^ 222^297^ 130^496^				247^174^ 313^ 114^							
CAPTAIN KANGAROO				99 188 187				A 3.7 19 270				1519 319 29^				334 151^ 193^149^ 77^126^				158^ 92^ 111^ 78^ 18^ 29^				89^ 48^ 938 215^			
CONT'D																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME												T/S SEASON		PD OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		2ND FEB. 1978 REPORT																													
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG AUD %	SHARE %	AVG AUD (0.000)	TOTAL PERSONS (2+)	LADY WOMEN OF 18+ HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS 12-17				CHILDREN 2-11																																					
														TOTAL	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	TOTAL	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	TOTAL	12-17	12-17	TOTAL	2-11	2-11																										
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
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																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
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																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
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																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+
																														18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	65+	18-34	18-34	35-44	35-44	45-54	45-54	55-64	55-64	

M-F 11.30A 30 ABC QP																																
FOR RICHER, FOR POORER																																
1 M-TH 1.00P 30 NBC DD																																
2 TU-F 1.00P 30																																
GENERAL HOSPITAL																																
1 M-F 3.00P 60 ABC DD																																
2 M-TH 3.00P 60																																
2 FRI. 3.00P 30																																
& 4.03P 27																																
3.00 - 3.30																																
3.30 - 4.00																																
4.00 - 4.30																																
GONG SHOW																																
M-F 12.30P 30 NBC QG																																
GOOD MORNING, AMERICA-730																																
M-F 7.30A 30 ABC N																																
GOOD MORNING, AMERICA-830																																
M-F 8.30A 30 ABC N																																
GUIDING LIGHT																																
M-F 2.30P 60 CBS DD																																
2.30 - 3.00																																
3.00 - 3.30																																
HAPPY DAYS M-F																																
M-F 11.00A 30 ABC CS																																

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										2ND FEB. 1978 REPORT																							
PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR				NET	PROG. TYPE	WK 1	WK 2	AVG AUD %	SHARE %	AVG AUD %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WEEKEND DAYTIME CONT'D															TOTAL	18- 34	18- 49	25- 34	35- 64	65+	TOTAL	18- 34	18- 49	25- 34	35- 64	65+	TEENS (12-17)	CHILDREN (2-11)					
GO GO GLOBETROTTERS III															3	205	205	A	6.2	23	452	1843	199^ 82^	232^130^	191^184^	LT	LT	218^150^	150^102^	46^ 46^	332 152^	1061 661	
SAT. 9.30A 30 NBC CA															99	99	B	6.1	24	445	1708	136 57	171 102	143 125	LT	LT	178 123	130 96	33 33	301 144	1058 672		
GO GO GLOBETROTTERS IV															3	205	205	A	5.6	21	408	1792	283^152^	283^135^	195^195^	41^ 41^	215^156^	171^106^	32^ 32^	244^ 81^	1050 596		
SAT. 10.00A 30 NBC CA															99	99	B	5.7	22	416	1786	210 99	232 134	175 152	25 25	194 134	166 123	21 21	226 63	1134 666			
GREAT GRAPE APE															20	92	92	A	4.0	19	292	1545	269^103^	303^180^	180^102^	52^100^	149^ 93^	149^ 76^	LT	LT	340^235^	753 494	
SUN. 11.00A 30 ABC CA															66	66	B	3.3	15	241	1498	266 108	293 166	202 120	28 77	207 145	181 129	LT	LT	187 95	811 542		
HONG KONG PHOOEY															3	195	199	A	3.2	25	233	1412	266^ 48^	266^ 94^	214^163^	LT	52^	80^ 38^	38^ 38^	LT	42^	181^ LT	885 618
SAT. 8.00A 30 NBC CA															98	99	B	3.2	25	233	1403	218 80	260 151	226 151	LT	34	122 76	76 76	LT	46	118 LT	903 648	
IN THE NEWS- 8.26AM															19	198	200	A	3.4	21	248	1411	185^ 60^	242^125^	125^ 28^	89^ 89^	113^ LT	LT 44^	24^ 69^	238^ LT	818 529		
SAT. 8.26A 3 CBS N															99	99	B	3.2	23	233	1782	269 85	285 128	166 129	60 85	242 119	165 155	LT	50	254 77	1001 625		
IN THE NEWS- 8.56AM															13	196	198	A	6.1	29	445	1703	250^ 43^	275 167^	190^110^	53^ 74^	166^ 69^	69^ 54^	11^ 74^	190^ 46^	1072 628		
SAT. 8.56A 3 CBS N															99	99	B	4.9	26	357	1871	305 95	318 157	202 150	56 78	280 140	183 152	26 67	233 105	1040 613			
IN THE NEWS- 9.56AM															13	199	201	A	10.3	38	751	1561	263 104^	309 198	231 115^	32^ 61^	165 94^	120^119^	LT	29^	238 83^	849 427	
SAT. 9.56A 3 CBS N															99	99	B	9.6	38	700	1799	299 90	351 200	266 158	34 72	241 142	192 151	17 33	283 110	924 521			
IN THE NEWS-10.26AM															22	200	201	A	10.1	38	736	1711	346 132^	416 270	342 162	24^ 64^	195 120^	140^125^	5^ 25^	267 98^	833 426		
SAT. 10.26A 3 CBS N															99	99	B	8.8	34	642	1914	313 99	362 211	274 173	32 76	272 147	203 165	19 42	316 134	964 541			
IN THE NEWS-10.56AM															22	196	196	A	8.9	34	649	1753	353 125^	389 205	280 156^	47^ 84^	204 100^	111^137^	21^ 49^	286 113^	874 424		
SAT. 10.56A 3 CBS N															99	99	B	8.3	32	605	1919	327 109	361 202	267 169	37 81	290 169	217 165	23 50	334 152	934 518			
IN THE NEWS-11.26AM															22	197	197	A	9.3	35	678	1754	319 125^	372 214	295 154^	30^ 44^	200 139^	148^ 72^	32^ 44^	365 139^	817 392		
SAT. 11.26A 3 CBS N															99	99	B	9.1	34	663	1853	301 105	339 200	261 157	32 67	278 173	217 139	20 46	332 125	904 491			
IN THE NEWS-11.56AM															22	193	196	A	7.6	30	554	1782	400 185^	474 270	355 167^	56^ 82^	226 123^	152^122^	19^ 42^	355 123^	727 345		
SAT. 11.56A 3 CBS N															97	97	B	8.3	31	605	1813	327 123	368 223	286 174	31 67	296 170	218 150	22 57	325 122	824 453			
IN THE NEWS-12.26PM															22	192	193	A	7.2	28	525	1690	221^125^	294 196^	242 69^	44^ 44^	247 159^	198^146^	34^ 34^	381 122^	768 300		
SAT. 12.26P 3 CBS N															98	98	B	6.9	26	503	1671	339 138	390 238	296 176	38 77	297 174	224 148	26 56	274 117	710 372			
IN THE NEWS-12.56PM															20	195	195	A	6.9	26	503	1610	376 127^	391 222^	289 169^	63^ 87^	235^ 89^	182^135^	35^ 53^	268 104^	716 383		
SAT. 12.56P 3 CBS N															96	96	B	7.0	26	510	1686	329 122	373 233	280 160	43 70	299 166	214 153	27 58	283 127	731 384			
IN THE NEWS- 1.26PM															17	169	170	A	6.3	24	459	1786	334 124^	402 189^	246^205^	46^ 86^	220^129^	202^134^	18^ 18^	218^ 72^	946 542		
SAT. 1.26P 3 CBS N															88	89	B	5.3	19	386	1779	352 105	391 226	272 206	35 76	306 162	235 179	25 43	266 125	816 425			
IN THE NEWS- 1.56PM															18	158	162	A	4.9	18	357	1541	372 145^	465 212^	251^213^	114^143^	143^ 51^	62^ 62^	50^ 81^	266^135^	667 457		
SAT. 1.56P 3 CBS N															85	88	B	4.4	15	321	1705	394 118	455 235	288 194	65 128	326 152	249 192	38 65	285 171	639 358			
IN THE NEWS- 9.26AM															21	69	68	A	2.2	15	160	1263	88^ 69^	131^ 88^	131^ 88^	LT	LT	344^225^	225^344^	LT	LT	213^ LT	575^ 413^
SUN. 9.26A 3 CBS N															60	60	B	1.7	12	124	1492	188 70	227 116	147 116	LT	56	171 101	118 133	LT	LT	163 47	931 625	
IN THE NEWS- 9.56AM															21	67	66	A	2.2	13	160	1725	82^ 69^	225^144^	225^ 81^	LT	LT	426^269^	319^231^	38^ 38^	212^ LT	862 495^	
SUN. 9.56A 3 CBS N															57	57	B	1.9	12	139	1622	273 112	315 190	266 210	LT	LT	259 126	202 173	LT	36	132 LT	916 567	
INTL AMATEUR BOXING															3	177		A	11.3	31	824	1854	471 248^	566 243^	343 307	80^151^	888 399	621 538	113^192^	211^ 56^	189^ 135^		
1 SUN. 3.15P 82 ABC SE															93			B	11.6	30	846	1847	477 191	553 252	361 298	63 146	848 394	575 466	99 208	232 50	214 140		
3.30 - 4.00																		A	10.9	31	795	1803	443 242^	535 250^	330 279^	71^139^	854 375	591 524	105^184^	205^ 62^	209^ 164^		
4.00 - 4.30																		A	12.0	33	875	1861	478 250^	580 240^	342 294	86^173^	903 415	635 532	121^207^	226^ 51^	152^ 94^		
ISSUES AND ANSWERS															22	169	141	A	2.8	12	204	1549	589 123^	682 143^	177^118^	176^491^	505^181^	220^200^	138^251^	132^ 73^	230^ 108^		
SUN. 12.00N 30 ABC CC															97	91	B	2.9	12	211	1645	559 175	640 184	250 212	105 347	630 255	365 360	71 204	152 71	223 128			

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
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PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
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PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
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PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME														WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK- IN HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

KEY: A - CURRENT REPORT B - SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME														WK 1		WK 2		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK		DAY		START TIME		DUR		NET		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		AVG AUD SHARE %		AVG AUD (0,000)		TOTAL PERSONS (2+)		LADY WORK INC HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS 12-17		CHILDREN 2-11	

SCOOBY'S-LAFF-LYMPICS I				22	189	189	A	7.1	30	518	1598	144	46	165	120	147	78	10	10	93	61	61	64	15	15	208	98	1132	723
SAT. 9.00A 30 ABC CA				99	99	B	7.1	34	518	1779	204	77	228	144	183	132	18	34	128	75	95	77	20	28	208	84	1215	763	
SCOOBY'S-LAFF-LYMPICS II				22	189	189	A	8.0	30	583	1630	138	34	140	78	108	67	12	26	109	65	65	52	20	31	229	108	1152	740
SAT. 9.30A 30 ABC CA				99	99	B	9.4	39	685	1762	193	66	216	141	181	120	11	28	137	84	109	85	10	19	236	89	1173	764	
SCOOBY'S-LAFF-LYMPICS III				22	189	189	A	7.5	28	547	1810	127	64	138	69	107	93	LT	16	148	70	94	82	28	41	337	145	1187	787
SAT. 10.00A 30 ABC CA				99	99	B	9.6	38	700	1789	214	81	238	149	188	120	12	35	147	91	115	79	18	27	258	111	1146	742	
SCOOBY'S-LAFF-LYMPICS IV				22	189	189	A	8.8	33	642	1821	131	82	162	79	126	119	LT	23	135	69	100	78	20	35	394	166	1130	772
SAT. 10.30A 30 ABC CA				99	99	B	9.7	38	707	1746	220	82	246	154	197	122	12	38	166	95	128	98	21	33	278	121	1056	693	
SECRETS OF ISIS				4	192	195	A	7.7	30	561	1836	413	182	481	279	366	178	50	77	238	134	161	121	21	46	359	127	758	370
SAT. 11.30A 30 CBS CL				97	97	B	8.2	30	598	1738	357	136	409	244	324	163	32	63	303	164	221	162	19	56	349	113	677	366	
SPACE ACADEMY				4	195	195	A	7.6	29	554	1623	362	117	383	225	282	158	58	91	229	94	177	133	29	52	265	108	746	381
SAT. 12.30P 30 CBS CL				96	96	B	7.4	28	539	1698	344	125	376	213	287	190	36	65	311	146	229	193	29	67	280	97	731	404	
SPACE SENTINELS				3	194	194	A	5.8	23	423	1662	145	45	185	140	155	118	LT	22	386	251	352	247	34	34	216	70	875	485
SAT. 11.30A 30 NBC CA				95	95	B	6.2	23	452	1635	142	33	168	124	149	99	LT	13	301	190	278	180	20	20	282	92	884	513	
SPEED BUGGY				4	196	198	A	4.8	24	350	1611	228	40	256	156	167	86	48	71	148	56	56	60	LT	66	170	38	1037	567
SAT. 8.30A 30 CBS CA				99	99	B	4.1	22	299	1896	274	60	307	159	180	88	56	113	290	133	167	127	26	79	260	133	1039	587	
SPORTSWORLD				5	158	162	A	4.4	13	321	1639	454	108	485	133	280	215	89	169	673	209	349	321	184	290	147	63	334	134
1 SUN. 3.18P 54 NBC SE				82	82	B	5.5	15	401	1860	570	203	602	195	349	305	104	210	801	262	450	394	162	312	219	92	238	152	
2 SUN. 2.30P 90																													
2.30 - 3.00							A	3.2	10	233	1567	536	129	536	210	334	193	56	163	686	249	338	271	151	309	220	65	125	68
3.00 - 3.30							A	4.4	13	321	2100	531	93	531	181	370	278	37	123	832	443	534	494	170	298	200	78	537	184
3.30 - 4.00							A	4.7	13	343	1595	436	96	477	125	268	211	92	170	588	127	282	248	196	280	133	67	397	137

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
PROGRAM NAME										WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS (THOUSANDS) BY SPECIFIED CATEGORIES										HOUSEHOLDS BY SPECIFIED CATEGORIES													

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. FEB. 6, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV WK 1	66.2	68.6	69.2	69.7	69.6	71.3	71.8	72.9	73.0	72.6	71.2	70.9	69.9	68.6	67.8	63.9	
(See Def. 1)	62.8	64.7	64.4	65.4	67.4	69.1	70.5	71.6	70.7	70.3	69.8	68.8	65.0	64.4	62.9	60.9	

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U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hour).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-34

EVE. MON. FEB. 13, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 7, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	28,300 39.1				26,900 36.9				23,400 32.1			18,080 24.8		17,130 23.5			
AVERAGE AUDIENCE (Households (000) & %)	26,320 36.1				25,520 35.0				22,020 30.2			16,480 22.6		15,310 21.0			
SHARE OF AUDIENCE %	32				30				43			33		34			
AVG. AUD. BY 1/4 HR.	34.3				37.9				35.1			33.2		22.1			
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	11,740 16.1				11,590 15.9				23,690 32.5								
AVERAGE AUDIENCE (Households (000) & %)	9,840 13.5				10,420 14.3				15,020 20.6								
SHARE OF AUDIENCE %	19				20				32								
AVG. AUD. BY 1/4 HR.	13.9				13.1				19.3					21.2*			
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	15,380 21.1								20,780 28.5								
AVERAGE AUDIENCE (Households (000) & %)	11,370 15.6								14,360 19.7								
SHARE OF AUDIENCE %	22								30								
AVG. AUD. BY 1/4 HR.	15.6				15.3*				15.9*					20.7*			
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	25,730 35.3				25,810 35.4				27,990 38.4			21,000 28.8		21,140 29.0			
AVERAGE AUDIENCE (Households (000) & %)	22,670 31.1				23,980 32.9				26,390 36.2			19,390 26.6		17,930 24.6			
SHARE OF AUDIENCE %	46				48				53			42		42			
AVG. AUD. BY 1/4 HR.	30.4				31.8				36.0			27.0		25.4			
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	11,810 16.2				9,260 12.7				20,410 28.0								
AVERAGE AUDIENCE (Households (000) & %)	9,840 13.5				8,310 11.4				10,720 14.7								
SHARE OF AUDIENCE %	20				17				27								
AVG. AUD. BY 1/4 HR.	13.5				13.4				13.0			14.9		14.4			
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	16,550 22.7								15,530 21.3								
AVERAGE AUDIENCE (Households (000) & %)	12,030 16.5								11,010 15.1								
SHARE OF AUDIENCE %	24								24								
AVG. AUD. BY 1/4 HR.	16.3				16.1*				17.0*					15.6*			
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	64.3 59.0	65.7 60.6	66.5 62.2	67.8 64.2	68.7 67.0	70.3 67.6	69.8 67.5	69.8 68.6	70.1 68.4	69.8 68.6	68.1 65.0	67.0 62.9	64.4 60.7	62.9 60.2	61.3 58.4	60.5 55.3	

A-5 U.S. TV Households: 72,900,000 • Half-hour ratings (for immediately preceding and subject quarter-hours).
(1) FOR REMAINING RATINGS, SEE OP. PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. TUES. FEB. 14, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. FEB. 8, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W	TOTAL AUDIENCE (Households (000) & %)	20,920 26.7				22,670 31.1				18,660 25.6									
	AVERAGE AUDIENCE (Households (000) & %)	17,570				19,680				15,870									
	SHARE OF AUDIENCE %	24.1				27.0				21.9									
	AVG AUD BY 1/4 HR. %	22.5				27.0				21.9									
		Eight Is Enough Charlie's Angels Starkey & Hutch																	
E	TOTAL AUDIENCE (Households (000) & %)	22,960 31.5																	
	AVERAGE AUDIENCE (Households (000) & %)	15,670																	
	SHARE OF AUDIENCE %	21.5																	
	AVG AUD BY 1/4 HR. %	19.5																	
		(OP) CBS Wednesday Night Movie "JURY AND OSWALD" (8:00-10:47PM)																	
K	TOTAL AUDIENCE (Households (000) & %)	16,260 22.3				15,450 21.2				12,760 17.5									
	AVERAGE AUDIENCE (Households (000) & %)	13,270				11,880				10,210									
	SHARE OF AUDIENCE %	18.2				16.3				14.0									
	AVG AUD BY 1/4 HR. %	17.6				17.1				15.3									
		Life and Times of Grizzly Adams (OP) Laugh-In (9:00-10:00PM) Police Woman																	

TOTAL AUDIENCE (Households (000) & %)		21,210 29.1		22,230 30.5		16,330 22.4																			
ABC TV		Eight Is Enough		Charlie's Angels		(OP)		Starkey & Hutch																	
AVERAGE AUDIENCE (Households (000) & %)		17,350 23.8 35		22.2* 33 *		25.5* 37 *		18,300 25.1 36		24.8* 36 *		25.5* 37 *		13,050 17.9 27		18.1* 28 *		17.1* 26 *							
SHARE OF AUDIENCE %		21.4		23.0		25.3		25.6		24.4		25.2		25.8		25.2		19.2		18.1		17.5		16.6	
AVG. AUD. BY 1/4 HR. %																									
TOTAL AUDIENCE (Households (000) & %)		41,550 57.0																							
CBS TV								(OP)		CBS Sports Special Broadcast (8:00-11:32PM)(2)															
AVERAGE AUDIENCE (Households (000) & %)		25,080 34.4 51		23.2* 36 *		25.4* 38 *		29.4* 43 *		32.5* 46 *		41.7* 59 *		44.0* 63 *											
SHARE OF AUDIENCE %		22.6		23.8		25.0		25.7		29.0		29.7		31.3		33.8		40.6		42.7		43.4		44.7	
AVG. AUD. BY 1/4 HR. %																									
TOTAL AUDIENCE (Households (000) & %)		16,400 22.5										10,060 13.8													
NBC TV										NBC Movie of the Week "MOUNTAIN MAN" (8:00-10:00PM) (OP)								Police Woman							
AVERAGE AUDIENCE (Households (000) & %)		10,640 14.6 21		13.9* 21 *		14.8* 22 *		15.0* 22 *		14.8* 21 *		8,460 11.6 17		11.6* 17 *		11.6* 18 *		11.4* 18 *							
SHARE OF AUDIENCE %		13.6		14.2		14.7		14.9		15.1		14.9		15.1		14.5		11.6		11.6		11.8		11.4	
AVG. AUD. BY 1/4 HR. %																									

TV HOUSEHOLDS USING TV WK 1		62.2	63.4	64.3	65.6	66.0	66.6	68.0	68.1	68.6	68.4	68.4	67.6	62.9	61.9	61.4	58.1
(See Def. 1)		60.4	61.6	63.5	65.5	67.7	68.0	68.4	69.2	69.3	69.5	69.5	70.0	67.5	67.0	66.3	64.8
WK 2																	

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. WED. FEB. 15, 1978

(1) MOVIE FILL, CBS, (10:47-11:00PM)(SUS.).
 (2) FOR REMAINING RATINGS, SEE OP PAGES.

A-9

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 10, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	19,250 26.4								19,680 27.0								
AVERAGE AUDIENCE (Households (000) & %)	14,220 19.5								12,680 17.4								
SHARE OF AUDIENCE %	32								29								
AVG. AUD. BY 1/4 HR. %	18.8	18.9*							18.7*								
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	17,350 23.8								17,280 23.7								
AVERAGE AUDIENCE (Households (000) & %)	13,050 17.9								12,540 17.2								
SHARE OF AUDIENCE %	29	28*							28*								
AVG. AUD. BY 1/4 HR. %	17.0	17.3	18.5						17.4	16.9							
E																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	16,480 22.6								18,230 25.0								
AVERAGE AUDIENCE (Households (000) & %)	14,220 19.5								14,870 20.4								
SHARE OF AUDIENCE %	32	31*							32*								
AVG. AUD. BY 1/4 HR. %	19.1	19.8	17.0	17.5					20.1	20.7							
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	19,460 26.7																
AVERAGE AUDIENCE (Households (000) & %)	15,670 21.5								17,060 23.4								
SHARE OF AUDIENCE %	35	35*							39								
AVG. AUD. BY 1/4 HR. %	20.6	21.4	21.7	22.2					24.6	23.7	23.0	22.6	23.1	23.6	23.8	23.2*	40*
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	13,340 18.3								12,980 17.8								
AVERAGE AUDIENCE (Households (000) & %)	10,940 15.0								9,040 12.4								
SHARE OF AUDIENCE %	25	24*							21								
AVG. AUD. BY 1/4 HR. %	14.2	14.4	15.8	15.5					12.5	12.1	12.3	12.3	12.6	12.2	12.5	12.6*	22*
E																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	12,830 17.6								17,640 24.2								
AVERAGE AUDIENCE (Households (000) & %)	11,370 15.6								15,090 20.7								
SHARE OF AUDIENCE %	26	26							34								
AVG. AUD. BY 1/4 HR. %	15.4	15.8	15.6	16.4					19.1	20.8	21.4	21.4	19.3	19.5	19.6	19.5*	34*
2																	
TV HOUSEHOLDS USING TV WK 1	55.8	57.0	57.5	59.7	61.4	62.2	61.7	62.3	62.7	61.6	61.1	60.7	60.0	60.0	59.6	57.9	
(See Ref. 1) WK 2	54.1	54.5	55.9	58.6	58.8	60.2	61.7	61.9	61.0	61.5	61.0	60.8	59.5	59.2	58.7	57.4	

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 11, 1978

TIME

7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

ABC TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

CBS TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

NBC TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

ABC TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

CBS TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

NBC TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV WK
(See Def. 1)

U.S. TV Households: 72,900,000 • Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-34

EVE. SAT. FEB. 16, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 12, 1978

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

TOTAL AUDIENCE
(Households (000) & %)TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 72,900,000

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	17,130 23.5				27,340 37.5												

Hardy Boys/Nancy Drew
Mysteries

How the West was Won

13,190 18.1	17.3*			18,99*	17,860 24.5												
28	28*			29*	16												
16.9	17.6	18.4		19.4	21.4				25.0*								

23,980 32.9				22,090 30.3		19,540 26.8			27,480 37.7								
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20,480 28.1	27.9*			20,190 27.7	18,080 24.8				19,610 26.9								
44	45*			43*	41				41	26.2*							
27.0	28.8	28.4		28.1	27.0	28.5	24.9	24.8	25.8	26.7	26.9	27.2	27.0	27.1*	27.1*	27.3*	27.3*

17,860 24.5										12,250 16.8							
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11,010 15.1	12.6*			15.2*		16.5*			8,820 12.1	11.5*							
23	20*			23*		24*			18	17*							
12.6	12.7	14.6		15.9	17.2	15.7	15.8	16.1	11.5	11.5	12.0	12.0	12.3	12.4	12.4	12.4	12.8*

14,000 19.2				25,660 35.2													
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11,300 15.5	14.3*			16.7*	17,200 23.6	21.6*			22.0*								
25	24*			27*	36	33*			33*								
13.4	15.1	16.1		17.3	21.9	21.4	21.9	22.0	23.7	24.3	24.9	24.7	25.7	25.9	25.7	25.7	21.4

21,720 29.8				14,870 20.4		14,140 19.4			18,660 25.6	18,230 25.0			16,400 22.5				
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18,660 25.6	25.2*			13,410 18.4		12,830 17.6			17,060 23.4	17,130 23.5			12,390 17.0	17.8*			
42	43*			41*	28	27			35	35			27	27*			
24.5	25.9	26.6		25.2	18.4	18.3	17.3	17.9	22.7	24.0	23.5	23.6	18.5	17.1	16.3	16.3	16.2

15,160 20.8				20,560 28.2					18,880 25.9								
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12,030 16.5	15.1*			18.0*	17,420 23.9	23.0*			13,560 18.6	17.7*							
27	26*			29*	36	35*			28	26*							
14.0	16.1	17.4		18.7	22.4	23.6	24.8	24.9	17.9	17.5	17.6	17.8	19.1	19.7	19.6	19.6	19.8

61.2	62.6	64.4	66.8	67.5	68.4	68.3	68.7	68.0	68.2	67.6	67.4	66.3	66.6	65.4	63.7		
57.2	60.8	62.5	63.4	64.7	65.1	65.7	66.7	67.2	67.8	67.6	68.0	65.3	64.3	62.8	59.7		

61.2	62.6	64.4	66.8	67.5	68.4	68.3	68.7	68.0	68.2	67.6	67.4	66.3	66.6	65.4	63.7		
57.2	60.8	62.5	63.4	64.7	65.1	65.7	66.7	67.2	67.8	67.6	68.0	65.3	64.3	62.8	59.7		

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

U.S. TV HOUSEHOLDS: 72,900,000

SUN. 11:00 P.M.—12:45 A.M.														MON.-FRI. 11:30 P.M.—1:45 A.M.													
TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45									
ABC TV	TOTAL AUDIENCE (Households (000) & %) { 5,090 9.2 ABC Weekend News-Sunday																										
AVERAGE AUDIENCE (Households (000) & %)	5,690 7.6																										
SHARE OF AUDIENCE %	14																										
AVG. AUD. BY ¼ HR. %	7.4																										
CBS TV	TOTAL AUDIENCE (Households (000) & %) { 7,000 9.6 CBS Sunday Night Movie CBS Sunday News-Bradley																										
AVERAGE AUDIENCE (Households (000) & %)	6,850 9.4																										
SHARE OF AUDIENCE %	20																										
AVG. AUD. BY ¼ HR. %	9.4																										
NBC TV	TOTAL AUDIENCE (Households (000) & %) { 4,670 6.4 NBC Late Night Movie																										
AVERAGE AUDIENCE (Households (000) & %)	3,130 4.3																										
SHARE OF AUDIENCE %	15																										
AVG. AUD. BY ¼ HR. %	4.5																										
ABC TV	TOTAL AUDIENCE (Households (000) & %) { 5,320 7.3 ABC Weekend News-Sunday																										
AVERAGE AUDIENCE (Households (000) & %)	5,320 7.3																										
SHARE OF AUDIENCE %	15																										
AVG. AUD. BY ¼ HR. %	7.3																										
CBS TV	TOTAL AUDIENCE (Households (000) & %) { 6,203 8.5 CBS Sunday News-Bradley																										
AVERAGE AUDIENCE (Households (000) & %)	6,053 8.3																										
SHARE OF AUDIENCE %	17																										
AVG. AUD. BY ¼ HR. %	8.3																										
NBC TV	TOTAL AUDIENCE (Households (000) & %) { 5,610 7.7 NBC Late Night Movie																										
AVERAGE AUDIENCE (Households (000) & %)	2,920 4.0																										
SHARE OF AUDIENCE %	17																										
AVG. AUD. BY ¼ HR. %	6.0																										
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	58.3	49.2	38.2	30.7	27.2	24.3	21.7	35.5	32.1	28.4	25.9	22.9	20.2	16.8	14.0	11.9											
TV HOUSEHOLDS USING TV WK 2	51.7	43.0	32.8	27.6	24.4	22.3	19.1	35.8	31.9	27.0	24.1	20.6	18.6	15.7	13.5	11.7											

U.S. TV Households: 72,900,000 • Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) "REP. REAGAN: PANAMA CANAL", CBS, WED., (11:30-12:02AM)(SUS.). (2) "ABC NEWS SPECIAL", ABC, THU., (11:30-12:00AM)(SUS.). (3) "ABC NEWS SPECIAL", ABC, THU., (11:30-12:00AM)(SUS.).

(R) Repeat, see page B. (OP) See Other Programs Section, Page A-36.

SUN. 11:00 P.M.—12:45 A.M. MON.-FRI. 11:30 P.M.—1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 6-10, 1978

		TIME																DAY MON.-FRI. FEB. 6-10, 1978			
		7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00					
W	ABC TV	TOTAL AUDIENCE #Households (000) & %																			
		2,990 4.1						4,230 5.8													
	AVERAGE AUDIENCE #Households (000) & %	(Co-op) Good Morning, America (Participating) (Co-op) (Participating)																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	2,330 3.2 2.9						3,430 4.7 4.7													
E	CBS TV	TOTAL AUDIENCE #Households (000) & %																			
		3,500 4.8				4,370 6.0												4,300 5.9	5,830 8.0		
	AVERAGE AUDIENCE #Households (000) & %	(Co-op) CBS Morning News (Participating) Captain Kangaroo																Tattletales Price is Right 1			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	2,110 2.9 2.7				2,700 3.7 3.0												3,570 4.9 4.7	5,030 6.9 6.5	7.3	
K	NBC TV	TOTAL AUDIENCE #Households (000) & %																			
		4,670 6.4						5,540 7.6										4,960 6.8	5,690 7.8		
	AVERAGE AUDIENCE #Households (000) & %	(Co-op) Today Show (Participating) (Co-op) (Participating)																Sanford And Son Hollywood Squares (1)			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	3,570 4.9 4.9						4,370 6.0 6.0										4,300 5.9 5.9	4,960 6.8 6.7		
1	ABC TV	TOTAL AUDIENCE #Households (000) & %																			
		2,550 3.5				4,230 5.8												4,080 5.6	5,320 7.3		
	AVERAGE AUDIENCE #Households (000) & %	(Co-op) CBS Morning News (Participating) Captain Kangaroo																Tattletales Price is Right 1			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	1,530 2.1 2.2				2,770 3.8 3.2												3,500 4.8 4.6	4,450 6.1 5.9	6.4	
2	CBS TV	TOTAL AUDIENCE #Households (000) & %																			
		4,450 6.1						4,880 6.7										3,860 5.3	5,180 7.1		
	AVERAGE AUDIENCE #Households (000) & %	(Co-op) Today Show (Participating) (Co-op) (Participating)																Sanford And Son Hollywood Squares (1)			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	3,650 5.0 5.0						3,940 5.4 5.5										3,350 4.6 4.4	4,520 6.2 4.8		
HOUSEHOLDS USING TV WK 1		7.0	9.8	12.2	13.9	15.7	17.3	18.5	19.0	20.2	21.6	22.3	22.8	22.5	23.4	23.5	24.2				
(See Def. 1) WK 2		6.4	9.1	11.0	12.5	14.8	16.8	17.4	18.1	19.1	20.5	20.8	21.1	20.7	20.9	21.0	21.7				
S. TV Households: 72,000,000																					

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) "NBC NEWS UPDATE", (SUS.)

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. FEB. 13-17, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 6-10, 1978

ESTIMATES																			
DAY MON.-FRI. FEB. 6-10, 1978																			
TOTAL AUDIENCE (Households (000) & %)		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)		6,340 8.7	8,530 11.7	5,320 7.3	6,050 8.3	8,890 12.2	7,580 10.4												
SHARE OF AUDIENCE %		30	40	23	26	32	31												
AVG. AUD. BY 1/4 HR. %		6.9	8.7	10.2	10.6	6.4	7.2	7.3	6.9	9.7	9.3	9.3	5.8	7.6	8.4	8.6			
Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children										One Life to Live	
TOTAL AUDIENCE (Households (000) & %)		6,120 8.4	5,760 7.9	7,220 9.9	6,780 9.3	9,110 12.5	8,370 11.0												
AVERAGE AUDIENCE (Households (000) & %)		5,320 7.3	4,880 6.7	6,490 8.9	6,120 8.4	6,850 9.4	6,230 8.5												
SHARE OF AUDIENCE %		29	26	31	30	31	30												
AVG. AUD. BY 1/4 HR. %		7.2	7.4	6.5	6.8	8.0	8.3	8.6	9.0	9.3	9.7	9.9	8.8	8.7	8.7	8.7			
Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow		As The World Turns										Guiding Light	
TOTAL AUDIENCE (Households (000) & %)		5,900 8.1	5,030 6.9	3,650 5.0	5,100 7.0	3,430 4.7	7,440 10.2	6,200 8.5											
AVERAGE AUDIENCE (Households (000) & %)		5,100 7.0	4,370 6.0	3,210 4.4	4,300 5.9	2,920 4.0	5,760 7.9	5,470 7.5											
SHARE OF AUDIENCE %		28	23	16	21	14	26	26											
AVG. AUD. BY 1/4 HR. %		7.0	7.1	6.0	6.4	5.8	7.6	7.5											
NBC TV																			
Wheel of Fortune		Knockout (2)		To Say The Least		Gong Show (2)		For Richer, For Poorer (3)		Days Of Our Lives		The Doctors (2)							
TOTAL AUDIENCE (Households (000) & %)		5,100 7.0	4,370 6.0	3,210 4.4	4,300 5.9	2,920 4.0	5,760 7.9	5,470 7.5											
AVERAGE AUDIENCE (Households (000) & %)		5,100 7.0	4,370 6.0	3,210 4.4	4,300 5.9	2,920 4.0	5,760 7.9	5,470 7.5											
SHARE OF AUDIENCE %		28	23	16	21	14	26	26											
AVG. AUD. BY 1/4 HR. %		7.0	7.1	6.0	6.4	5.8	7.6	7.5											
ABC TV																			
Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children										One Life to Live	
TOTAL AUDIENCE (Households (000) & %)		4,880 6.7	6,930 9.5	4,230 5.8	4,960 6.8	6,340 8.7	5,760 7.9	8,440 11.3											
AVERAGE AUDIENCE (Households (000) & %)		4,880 6.7	6,930 9.5	4,230 5.8	4,960 6.8	6,340 8.7	5,760 7.9	8,440 11.3											
SHARE OF AUDIENCE %		29	38	22	26	31	30	31											
AVG. AUD. BY 1/4 HR. %		6.2	7.1	9.2	9.8	5.8	6.8	6.8	8.9	8.4	8.9	7.3	7.4	8.3	8.4	8.4			
Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow		As The World Turns										Guiding Light	
TOTAL AUDIENCE (Households (000) & %)		5,610 7.7	5,540 7.6	7,070 9.7	6,560 9.0	8,680 11.9	8,240 11.3												
AVERAGE AUDIENCE (Households (000) & %)		4,740 6.5	4,740 6.5	6,420 8.8	5,900 8.1	6,930 9.5	6,120 8.4												
SHARE OF AUDIENCE %		28	26	33	31	32	31												
AVG. AUD. BY 1/4 HR. %		6.3	6.7	6.2	6.8	8.6	9.0	8.1	8.8	9.1	10.0	10.0	8.8	8.8	8.8	8.8			
CBS TV																			
Wheel of Fortune		Knockout (2)		To Say The Least		Gong Show (2)		For Richer, For Poorer (4)		Days Of Our Lives		The Doctors (2)							
TOTAL AUDIENCE (Households (000) & %)		5,100 7.0	4,300 5.9	3,060 4.2	4,230 5.8	3,500 4.8	6,630 9.1	5,540 7.6											
AVERAGE AUDIENCE (Households (000) & %)		4,520 6.2	3,720 5.1	2,700 3.7	3,570 4.9	3,060 4.2	5,100 7.0	4,960 6.8											
SHARE OF AUDIENCE %		27	21	14	19	16	24	23											
AVG. AUD. BY 1/4 HR. %		6.2	6.2	5.9	5.2	3.7	3.8	4.6	5.1	4.2	4.2	6.4	7.0	7.3	7.3	6.7	6.9		
TV HOUSEHOLDS USING TV WK 1		24.4	25.6	26.1	27.0	28.8	29.5	28.9	29.5	30.0	30.2	30.3	30.6	30.7	31.0	30.7	31.5		
WK 2		22.5	23.9	24.6	25.6	26.8	27.2	26.6	27.2	27.6	28.2	28.3	29.0	29.8	30.1	29.7	30.4		

A-21 U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).
 (1) "ABC NEWSBRIEF", (SJS.).
 (2) "NBC NEWSBRIEF", (SJS.).
 (3) LOCAL FILLS, NBC, TUE., (1:00-1:30PM), NETWORK PRESENTATION

(R) Repeat, see page B.

(OP) See Other Programs for Times Page A-99 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 6-10, 1978

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7				

TV HOUSEHOLDS USING TV WK 1																		TV HOUSEHOLDS USING TV WK 2																	
(See Def. 1)																		(See Def. 1)																	
32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3																									

U.S. TV Households 72,900,000
A-23

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

(2) "CARTER PRESS CONFERENCE", ABC, CBS, NBC, PBS, (1:30-4:00PM)(SUS.).

DAY MON.-FRI. FEB. 13-17, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 11, 1978

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 72,900,000

A-25

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) "NBC JR. HALL OF FAME", (SUS.).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY SAT. FEB. 18, 1978

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

3,860 5,543 4,123 6,443 4,133 1,133
5.1 7.6 8.4 9.9 4.5 13.7

All New Super-Friends I All New Super-Friends II Scooby's All-Star Laff-A-Lympics I Scooby's All-Star Laff-A-Lympics II Scooby's All-Star Laff-A-Lympics III Scooby's All-Star Laff-A-Lympics IV

2,920 4,740 5,030 5,390 5,320 6,420
4.0 6.5 6.9 7.4 7.3 8.8
30 34 29 23 25 34
3.2 4.8 6.5 6.5 7.3 7.5 7.1 7.5 9.3 9.5

2,700 4,740 6,490 7,870 8,530 6,850
3.7 6.5 8.9 10.8 11.7 9.4

Three Robonic Stooges Speed Buggy Bugs Bunny/Road Runner Bugs Bunny/Road Runner 2 Bugs Bunny/Road Runner 3 Batman Tarzan Adventure I

2,190 3,500 5,390 6,490 7,140 6,350
3.0 4.8 7.4 8.9 9.8 8.3
20 23 31 34 38 32
2.8 3.2 4.2 5.4 6.9 8.0 9.3 10.0 9.7 8.2 9.4

3,430 4,880 5,390 6,200 5,470 4,520
4.7 6.7 7.4 8.5 7.5 6.2

I am the Greatest (SUS.) Hong Kong Phooey Go Go Globetrotters I Go Go Globetrotters II Go Go Globetrotters III Go Go Globetrotters IV Think Pink Panther

2,410 3,860 4,740 5,180 4,300 3,720
3.3 5.3 6.5 7.1 5.9 5.1
25 27 27 23 23 23
2.9 3.7 4.6 6.0 6.4 6.6 7.3 7.2 6.5 5.4 4.7 5.8

All New Super-Friends I All New Super-Friends II Scooby's All-Star Laff-A-Lympics I Scooby's All-Star Laff-A-Lympics II Scooby's All-Star Laff-A-Lympics III Scooby's All-Star Laff-A-Lympics IV

2,920 4,880 5,320 6,200 5,540 6,340
4.0 6.7 7.3 8.5 7.6 8.7
33 38 31 32 28 32
3.2 4.9 6.7 6.7 6.6 7.9 8.7 8.4 7.5 7.8 9.1 8.3

3,720 4,080 7,070 8,890 9,480 8,240
5.1 5.6 9.7 12.2 13.0 11.3

Three Robonic Stooges Speed Buggy Bugs Bunny/Road Runner Bugs Bunny/Road Runner 2 Bugs Bunny/Road Runner 3 Batman/Tarzan Adventure I

2,480 3,430 5,760 7,440 8,310 6,780
3.4 4.7 7.9 10.2 11.4 9.3
25 25 33 37 42 35
3.0 3.8 4.0 5.3 6.8 8.9 10.1 10.4 11.3 11.5 9.2 9.5

2,920 4,450 4,670 4,300 4,520 4,740
4.0 6.1 6.4 5.9 6.2 6.5

I am the Greatest (SUS.) Hong Kong Phooey Go Go Globetrotters I Go Go Globetrotters II Go Go Globetrotters III Go Go Globetrotters IV Think Pink Panther

2,190 3,280 3,940 3,860 3,860 4,080
3.0 4.5 5.4 5.3 5.3 5.6
25 26 23 20 20 21
2.5 3.6 4.0 5.1 5.6 5.3 5.2 5.3 5.4 5.2 4.9 6.2

4.1 5.4 7.3 9.6 13.5 16.8 19.6 21.9 23.2 25.2 26.3 26.8 26.5 25.8 25.4 26.0
4.2 4.8 6.4 8.6 11.4 15.5 17.7 20.0 22.9 25.7 27.1 27.6 27.3 27.6 27.0 26.9

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 11, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE (Households (000) & %)	6,200 8.5		7,070 9.6		5,320 7.3		7,070 9.6									5,740 7.3	
ABC TV			Krofft Supershow 78-I	Krofft Supershow 78-II	ABC Weekend Specials "THE WINGED COLT" P. 1(B)		American Bandstand 78										World Series of Auto Racing
AVERAGE AUDIENCE (Households (000) & %)	5,390 7.4		5,690 7.8		4,370 6.0		4,590 6.3									4,210 5.8	5,200 6.9
SHARE OF AUDIENCE %	28		31		24		25		5.8*							27	19*
AVG. AUD. BY 1/4 HR. %	7.5	7.3	9.3	7.4	5.8	6.2	5.7	5.9	7.0	6.6						5.1	5.2*
TOTAL AUDIENCE (Households (000) & %)	8,530 11.7		6,120 8.4		6,200 8.5		6,490 8.9		5,180 7.1		4,520 6.2						
CBS TV			Batman/Tarzan Adventure II (OP)	Secrets of Isis (OP)	Fat Albert and the Cosby Kids (OP)	Space Academy (OP)	What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP)								
AVERAGE AUDIENCE (Households (000) & %)	7,140 9.8		5,320 7.3		5,180 7.1		5,320 7.3		4,450 6.1		3,720 5.1						
SHARE OF AUDIENCE %	37		29		28		29		24		20						
AVG. AUD. BY 1/4 HR. %	9.7	9.9	7.3	7.3	6.8	7.3	7.4	7.3	6.1	6.1	5.2	5.0					
TOTAL AUDIENCE (Households (000) & %)	4,810 6.6		4,590 6.3		4,520 6.2		3,940 5.4									8,820 12.1	
NBC TV			Baggy Pants & the Nitwits	Space Sentinels (I)	Land of the Lost		Thunder (I)										NCAA Basketball Game "VARIOUS TEAMS & LOCATIONS" (2:30-4:00PM) 2
AVERAGE AUDIENCE (Households (000) & %)	4,080 5.6		4,080 5.6		3,790 5.2		3,430 4.7									3,350 4.6	3,800 5.1
SHARE OF AUDIENCE %	21		22		21		19									14	13*
AVG. AUD. BY 1/4 HR. %	5.3	5.8	5.5	5.8	5.1	5.4	4.6	4.9								3.6	3.9

ABC TV			Krofft Supershow 78-I	Krofft Supershow 78-II	ABC Weekend Specials "THE WINGED COLT" P. 1(B)		American Bandstand 78										
AVERAGE AUDIENCE (Households (000) & %)	4,810 6.6		4,810 6.6		4,520 6.2		3,860 5.3		4,840 6.8*		5,980 8.2		5,100 7.0				
SHARE OF AUDIENCE %	24		26		24		20		18*		5.6		5.9*				
AVG. AUD. BY 1/4 HR. %	6.8	6.3	6.8	6.4	6.0	6.3	4.8	4.9									
TOTAL AUDIENCE (Households (000) & %)	9,260 12.7		6,560 9.0		7,000 9.6		7,000 9.6		5,980 8.2		5,100 7.0						
CBS TV			Batman/Tarzan Adventure II (OP)	Secrets of Isis (OP)	Fat Albert and the Cosby Kids (OP)	Space Academy (OP)	What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP)								
AVERAGE AUDIENCE (Households (000) & %)	7,580 10.4		5,930 8.1		5,760 7.9		5,690 7.8		5,180 7.1		3,860 5.3						
SHARE OF AUDIENCE %	40		32		30		30		26		19						
AVG. AUD. BY 1/4 HR. %	10.4	10.3	8.1	8.1	7.9	7.8	8.0	7.6	7.1	7.1	5.7	4.9					

NBC TV			Baggy Pants & the Nitwits	Space Sentinels (I)	Land of the Lost		Thunder (I)										
AVERAGE AUDIENCE (Households (000) & %)	4,450 6.1		4,370 6.0		5,180 7.1		3,570 4.9										
SHARE OF AUDIENCE %	23		23		28		19										
AVG. AUD. BY 1/4 HR. %	5.9	6.2	5.7	6.2	6.8	7.4	5.1	4.7									

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	26.2	26.2	26.4	25.9	25.2	24.8	25.8	24.7	25.6	25.5	25.2	24.9	25.6	25.7	26.5	27.6	29.3			
				25.3	25.9	26.0	26.0	26.4	26.5	27.3	27.9	27.6	28.6	29.4	29.5	30.1	30.5			

A-20

TOTAL AUDIENCE {		AVERAGE AUDIENCE {		SHARE OF AUDIENCE %	
(Households (000) & %)		(Households (000) & %)		AVG. AUD. BY 1/2 HR.	%
NBC TV					

A-31 U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

grams Section: Page A-36
DAY SUN. FEB. 19, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 12, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	3,350 4.6		2,840 3.9		2,990 4.1								11,330 15.5				
AVERAGE AUDIENCE (Households (000) & %)	2,990 4.1		2,550 3.5		2,260 3.1								2,990 4.1				
SHARE OF AUDIENCE %	23		17		14								10.2				
AVG. AUD. BY % HR.	3.9	4.2	3.6	3.3	2.9	3.4							4.2	3.9	3.6	3.1	1.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			2,840 3.9				6,780 9.3						10,720 14.7				
AVERAGE AUDIENCE (Households (000) & %)			2,330 3.2				4,960 6.8						4,160 5.7				
SHARE OF AUDIENCE %			15				21	6.5*					5.7				
AVG. AUD. BY % HR.			3.2	3.2			6.0	6.9	7.4	7.1			6.4	5.8	5.5	5.2	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,350 4.6		10,570 14.5										
AVERAGE AUDIENCE (Households (000) & %)					2,620 3.6		4,810 6.6										
SHARE OF AUDIENCE %					16		22	18*					23*				
AVG. AUD. BY % HR.					3.4	3.9	6.4	5.2	6.6	7.2	6.6	7.2	7.2	7.5	7.8		
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,770 3.8		2,260 3.1		1,750 2.4								6,560 9.0				
AVERAGE AUDIENCE (Households (000) & %)	18		15		11								29	6.6*		9.4*	10.9*
SHARE OF AUDIENCE %	3.8	3.8	2.8	3.4	2.5	2.4							5.3	7.9	8.8	9.9	10.9
AVG. AUD. BY % HR.																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,130 4.3				7,070 9.7						9,770 13.4				
AVERAGE AUDIENCE (Households (000) & %)			2,550 3.5				4,880 6.7						4,520 6.2				
SHARE OF AUDIENCE %			17				23	23*					18				
AVG. AUD. BY % HR.			3.3	3.8			5.9	7.1	7.1	6.5			5.9	5.6	5.9	6.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,570 4.9								2,770 3.8			5,830 8.0	
AVERAGE AUDIENCE (Households (000) & %)					3,130 4.3								2,110 2.9			2,990 4.1	3.2*
SHARE OF AUDIENCE %					18								10			12	10*
AVG. AUD. BY % HR.					4.4	4.2							2.8	3.1	2.9	3.5	
TV HOUSEHOLDS USING TV WK 1	20.0	20.8	21.2	20.4	21.9	23.5	24.6	25.6	27.5	29.8	32.2	32.9	34.4	35.9	36.5	36.0	
WK 2	20.4	21.1	20.4	21.4	21.4	23.0	23.4	24.8	26.6	28.0	29.4	30.4	30.3	31.5	32.5	32.9	

TV HOUSEHOLDS USING TV		WK 1	35.8	34.5	35.2	36.0	37.0	38.7	40.1	40.7	41.8	42.1	43.8	46.9	50.5	53.2	54.9	57.6
(See Def. 1)		WK 2	32.7	33.3	34.4	35.3	36.0	37.2	38.6	40.1	40.6	41.9	43.2	44.8	47.4	49.4	51.5	53.0

(UP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			
EVENING MONDAY																
	ABC	11.30-12.23AM	POLICE STORY-MON	11.30	7,800	10.7	5,900	8.1	26	7.3	8,460	11.6	5,830	8.0	29	9.9
		11.30-12.36AM		11.45				8.1*	24*	8.8				9.1*	29*	8.4
				12.00						8.2						7.4
				12.15				8.2*	29*	8.2				7.1*	29*	6.8
				12.30												6.3
EVENING TUESDAY																
	ABC	11.30-12.34AM	TUESDAY MOVIE OF THE WEEK	11.30	7,650	10.5	4,960	6.8	23	6.5	8,090	11.1	4,230	5.8	24	7.4
		11.30- 1.09AM		11.45				6.8*	20*	7.0				6.9*	20*	6.4
				12.00						7.0						5.5
				12.15				6.8*	25*	6.7				5.4*	23*	5.3
				12.30						6.6						5.6
				12.45										5.4*	32*	5.2
				1.00												5.0
	CBS	9.00-11.21PM	CBS TUESDAY NIGHT MOVIES	11.00	FOR RTGS SEE PAGE	A-4				21.8	FOR RTGS SEE PAGE	A-5				15.8
		9.00-12.00MD		11.15				20.7*	40*	17.9				15.3*	33*	14.8
				11.30										14.0*	41*	15.2
				11.45												12.7
	ABC	11.30-12.33AM	POLICE STORY-WED	11.30	8,460	11.6	5,760	7.9	28	8.3	7,220	9.9	5,030	6.9	22	7.1
				11.45				8.1*	24*	7.9				7.1*	19*	7.1
				12.00						7.9						6.9
				12.15				7.8*	32*	7.8				6.9*	27*	6.9
				12.30						6.1						5.6
	ABC	12.33- 1.37AM	WED. MYSTERY OF THE WEEK	12.30	3,860	5.3	2,920	4.0	25	4.8	3,650	5.0	2,330	3.2	20	4.0
		12.33- 1.35AM		12.45				4.5*	24*	4.2				3.7*	19*	3.4
				1.00						3.8						2.9
				1.15				3.7*	27*	3.5				2.9*	21*	3.0
				1.30						3.5						2.9
	CBS	8.00-11.32PM	CBS SPORTS SPEC.BROADCAST(S)	11.00							FOR RTGS SEE PAGE	A-7				48.3
				11.15										44.6*	70*	40.9
				11.30												30.4
EVENING THURSDAY																
	ABC	11.30-12.35AM	STARSKY AND HUTCH-11:30	11.30	8,090	11.1	5,830	8.0	29	8.1						
		12.00- 1.05AM		11.45				8.1*	26*	8.1						
				12.00						8.0						
				12.15				8.0*	31*	8.0	4,450	6.1	2,700	3.7	18	4.5
				12.30						7.0				4.1*	17*	3.7
				12.45												3.4
				1.00										3.5*	19*	3.6
	ABC	12.35- 1.14AM	TOMA	12.30	4,810	6.6	3,790	5.2	28	5.6						3.2
				12.45				5.3*	27*	5.2						
				1.00						5.0						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)	SHARE %		
EVENING FRIDAY															
	ABC	11.30-12.36AM	BARETTA-11:30PM	11.30	8,020	11.0	5,690	7.8 23	7.7	7,580	10.4	5,470	7.5 23	8.0	
		11.30-12.35AM		11.45				7.6*	20*				7.9*	22*	
				12.00					7.8					7.5	
				12.15				8.0*	25*				7.3*	24*	
				12.30					8.1					7.2	
									7.7					6.3	
	NBC	1.00- 2.30AM	MIDNIGHT SPECIAL	1.00	5,980	8.2	2,700	3.7 24	5.1	6,340	8.7	3,430	4.7 31	5.1	
				1.15				4.7*	24*				5.0*	26*	
				1.30					4.3					4.8	
				1.45				3.2*	21*				4.6*	30*	
				2.00					3.3					4.6	
				2.15				3.2*	27*				4.4*	37*	
EVENING SATURDAY															
	ABC	9.58- 9.59PM	ABC NEWSBRIEF-SAT.	9.45	16,400	22.5	16,400	22.5 40	22.5	13,850	19.0	13,850	19.0 32	19.0	
	ABC	11.00-11.15PM	ABC WEEKEND NEWS-SATURDAY	11.00	6,490	8.9	5,980	8.2 17	8.2	4,960	6.8	5,030	6.9 14	6.9	
	CBS	8.58- 8.59PM	NEWSBREAK-SAT.	8.45	10,790	14.8	10,790	14.8 25	14.8	10,790	14.8	10,790	14.8 25	14.8	
	NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.	8.45	10,350	14.2	10,350	14.2 24	14.2	11,740	16.1	11,740	16.1 27	16.1	
	NBC	11.30-12.53AM	SATURDAY NIGHT	11.30						14,220	19.5	9,330	12.8 38	15.0	
				11.45									14.5*	38*	
				12.00										13.9	
														12.8	
				12.15									12.5*	38*	
				12.30										12.3	
				12.45									10.9*	39*	
	NBC	11.30- 1.00AM	WEEKEND(S)	11.30	7,650	10.5	4,670	6.4 19	8.0					11.4	
				11.45				7.5*	20*					10.1	
				12.00					7.0						
				12.15				6.1*	18*						
				12.30					6.3						
				12.45				5.5*	18*						
EVENING SUNDAY															
	ABC	7.58- 7.59PM	ABC NEWSBRIEF-SUN.	7.45	13,710	18.8	13,710	18.8 28	18.8	13,490	18.5	13,490	18.5 29	18.5	
	CBS	8.58- 8.59PM	NEWSBREAK-SUN.	8.45	16,770	23.0	16,770	23.0 33	23.0	13,710	18.8	13,050	17.9 27	17.9	
		8.57- 8.59PM													
	NBC	8.58- 8.59PM	NBC NEWS UPDATE-SUN.	8.45	9,550	13.1	9,550	13.1 19	13.1	14,730	20.2	14,730	20.2 30	20.2	
	NBC	11.30- 1.00AM	NBC LATE NIGHT MOVIE	12.45						FOR RTGS SEE PAGE A-17			3.1*	17*	
EVENING MONDAY-FRIDAY															
	ABC	8.58- 8.59PM	ABC NEWSBRIEF-M-F	M-F 8.45	13,920	19.1	13,920	19.1 28	17.7	15,020	20.6	15,020	20.6 31	20.8	
		9.58- 9.59PM		9.45					20.1					20.4	
	CBS	8.58- 8.59PM	NEWSBREAK-M-F	M-F 8.45	12,320	16.9	12,320	16.9 25	16.9	12,390	17.0	12,390	17.0 25	17.0	
	CBS	11.30- 1.09AM	LATE MOVIE I	M-F 1.45	FOR RTGS SEE PAGE A-16			3.9*	38*	3.8	FOR RTGS SEE PAGE A-17		3.5*	35*	
				2.00										3.6	
				2.15										3.7	
				2.30									3.6*	44*	
														3.7	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY CONT 'D																
CBS	1.13- 2.07AM	LATE MOVIE II	W & F	12.00	4,880	6.7	3,130	4.3	22	6.2	6,200	8.5	3,790	5.2	29	6.1
	1.13- 2.08AM			12.15				6.0*	19*	5.8				5.6*	19*	5.3
				12.30						5.9						5.2
				12.45				5.7*	22*	5.5				5.3*	22*	5.4
				1.00						3.8						5.6
				1.15				4.2*	22*	3.6				5.5*	29*	5.5
				1.30						3.5						5.1
				1.45				3.4*	26*	3.5				5.1*	39*	5.1
				2.00						2.9						4.8
NBC	8.58- 8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45	12,900	17.7	12,900	17.7	26	17.7	11,300	15.5	11,300	15.5	23	15.9
				9.00												14.0
DAY MONDAY-FRIDAY																
ABC	3.00- 4.00PM	GENERAL HOSPITAL	M-F	4.00							FOR RTGS SEE PAGE A-23					7.0
				4.15										6.8*	21*	6.6
ABC	4.30- 5.30PM	ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30							6,850	9.4	4,230	5.8	15	6.3
				4.45										6.0*	16*	5.8
				5.00												5.6
				5.15										5.6*	13*	5.6
CBS	11.55-11.59AM	CBS MID-DAY NEWS-EDWARDS	M-F	11.45	5,320	7.3	4,880	6.7	25	6.7	5,320	7.3	4,880	6.7	27	6.7
CBS	4.00- 4.30PM	WINNERS(S)	THU.	4.00	5,180	7.1	4,370	6.0	17	6.3						
				4.15						5.8						
NBC	4.00- 5.00PM	BOB HOPE GOLF-MON.(S)	MON.	4.00							5,390	7.4	3,060	4.2	11	4.9
				4.15										4.4*	12*	3.9
				4.30												4.0
				4.45										4.0*	10*	3.9
NBC	4.00- 5.00PM	SPECIAL TREAT(S)	TUE.	4.00	10,500	14.4	7,800	10.7	26	9.4						
				4.15				9.9*	25*	10.4						
				4.30						11.0						
				4.45				11.5*	27*	11.9						
DAY SATURDAY																
ABC	8.55- 8.59AM	SCHOOLHOUSE ROCK- 8.55AM		8.45	5,180	7.1	4,590	6.3	31	6.3	4,810	6.6	4,230	5.8	31	5.8
ABC	9.55- 9.59AM	SCHOOLHOUSE ROCK- 9.55AM		9.45	5,610	7.7	5,100	7.0	26	7.0	6,050	8.3	5,830	8.0	30	8.0
ABC	10.55-10.59AM	SCHOOLHOUSE ROCK-10.55AM		10.45	6,420	8.8	6,050	8.3	32	8.3	5,610	7.7	5,250	7.2	26	7.2
ABC	11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM		11.45	5,610	7.7	4,670	6.4	25	6.4	4,810	6.6	4,160	5.7	22	5.7
CBS	8.26- 8.29AM	IN THE NEWS- 8.26AM		8.15	2,550	3.5	2,410	3.3	20	3.3	2,920	4.0	2,550	3.5	23	3.5
CBS	8.56- 8.59AM	IN THE NEWS- 8.56AM		8.45	4,670	6.4	4,300	5.9	27	5.9	4,740	6.5	4,590	6.3	32	6.3
CBS	9.56- 9.59AM	IN THE NEWS- 9.56AM		9.45	7,290	10.0	7,000	9.6	36	9.6	8,090	11.1	7,950	10.9	39	10.9
CBS	10.26-10.29AM	IN THE NEWS-10.26AM		10.15	7,070	9.7	6,780	9.3	36	9.3	9,110	12.5	7,950	10.9	39	10.9
CBS	10.56-10.59AM	IN THE NEWS-10.56AM		10.45	6,120	8.4	5,980	8.2	32	8.2	7,220	9.9	7,000	9.6	36	9.6
CBS	11.26-11.29AM	IN THE NEWS-11.26AM		11.15	7,140	9.8	6,630	9.1	34	9.1	7,870	10.8	6,930	9.5	36	9.5
CBS	11.56-11.59AM	IN THE NEWS-11.56AM		11.45	5,390	7.4	5,100	7.0	28	7.0	6,420	8.8	5,980	8.2	32	8.2
CBS	12.26-12.29PM	IN THE NEWS-12.26PM		12.15	5,390	7.4	5,030	6.9	27	6.9	5,760	7.9	5,390	7.4	28	7.4

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
DAY SATURDAY CONT'D																
	CBS	12.56-12.59PM	IN THE NEWS-12.56PM	12.45	5,030	6.9	4,740	6.5	25	6.5	5,900	8.1	5,320	7.3	28	7.3
	CBS	1.26- 1.29PM	IN THE NEWS- 1.26PM	1.15	4,740	6.5	4,300	5.9	23	5.9	5,250	7.2	4,880	6.7	24	6.7
	CBS	1.56- 1.59PM	IN THE NEWS- 1.56PM	1.45	3,790	5.2	3,650	5.0	20	5.0	3,720	5.1	3,500	4.8	17	4.8
DAY SUNDAY																
	ABC	10.55-10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	2,550	3.5	2,410	3.3	17	3.3	2,550	3.5	2,410	3.3	16	3.3
	ABC	11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	2,620	3.6	2,330	3.2	16	3.2	2,840	3.9	2,480	3.4	16	3.4
	ABC	3.15- 4.37PM	INT'L AMATEUR BOXING	4.30	FOR RTGS SEE PAGE A-34					13.5						
	CBS	9.26- 9.29AM	IN THE NEWS- 9.26AM	9.15	1,460	2.0	1,460	2.0	14	2.0	1,680	2.3	1,680	2.3	15	2.3
	CBS	9.56- 9.59AM	IN THE NEWS- 9.56AM	9.45	1,820	2.5	1,680	2.3	14	2.3	1,460	2.0	1,460	2.0	12	2.0
	CBS	1.45- 4.07PM	NBA BASKETBALL GAME	4.00	FOR RTGS SEE PAGE A-32					5.6						
	NBC	3.18- 4.12PM	SPORTSWORLD	4.00	FOR RTGS SEE PAGE A-34					5.0						
	NBC	1.00- 3.18PM	NCAA BASKETBALL GAME-SUN.	3.15	FOR RTGS SEE PAGE A-32					7.6						